

TRAINING ON THE USE OF INSTAGRAM BUSINESS SOCIAL MEDIA AS A PROMOTIONAL AND SALES FOR MSMEs IN CARITA BEACH BANTEN

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ABSTRACT

The purpose of this Community Service (PKM) activity is to introduce the Instagram Business application *as an online marketing medium and also increase the knowledge of MSMEs to be able to use Instagram Business social media* which is expected to have an impact on increasing sales in Carita Beach, Banten. The PKM was attended by 8 (eight) MSMEs consisting of business actors housewives who sell emping, salted fish, otak-otak, anchovies and fish crackers. The stages of this PKM activity consist of providing material in the form of an introduction to commonly used digital promotional media, especially Instagram Business, followed by providing pre-test and post-test. Based on the results of discussions with these MSMEs, they do not know much and understand about Instagram Business social media digital promotion. Furthermore, some of these MSMEs have used Instagram in marketing their products but still use personal Instagram, not using Instagram specifically to carry out digital promotion of their business, namely Instagram Business. The results of the pre-test showed the ignorance and incomprehension of PKM participants about Instagram Business and how to use it. However, after the provision of material and discussion sessions were completed, the post-test results of PKM participants showed an increase where the results achieved were around 90% of training participants knew and understood and created Instagram Business social media to meet their business continuity.

Keywords: Digital Promotion, Social Media, Instagram Business, MSMEs, Carita Beach Banten

1. INTRODUCTION

The internet is considered capable of reaching information widely in a short time at an affordable cost. One marketing strategy is a social media marketing strategy. The use of social media is needed as an effort to expand marketing (Anggia & Shihab, 2018). Study according to Pramono et al. (2019) marketing social media-based products using smartphones that are connected to the internet is very easy to use with a small investment that has a broad impact that can provide knowledge and increase awareness of the importance of marketing a product through the internet so as not to be left behind in this millennial era. The use of smartphones and social media in the digital era can be used as a means of business promotion, this can be applied by prospective entrepreneurs both from the younger generation and even to parents and housewives (Khasanah et al, 2020). MSMEs need to adapt to the opportunities that occur in society, such as digitizing their business using their social media (Astuti & Subandiah, 2020). Digital promotional media that are generally carried out by MSME players such as Instagram, Facebook, Website, Whatsapp, Tiktok and Youtube (Utami, et.al, 2022). Now more and more business actors, especially MSMEs, are marketing using interesting content on social media, one of which is Instagram where Instagram is one of the applications that is widely used to promote products *online* (Widiati et al, 2021).

There are studies that reveal that young people are more interested in promotions found on Instagram (Purbohastuti, 2017). Instagram is one of the social media that is currently favored by the people of Indonesia and even the world in photo and video sharing activities. The number of business people who use Instagram to do business makes Instagram *online shops* easier to find. Instagram Business is a feature provided by Instagram that can be used by business people who want to develop their business, by promoting the products sold (Tinaliah, 2022). Instagram business is almost the same as personal Instagram, but there are some features that are not found on personal Instagram, namely: account profile, contact menu, insight feature, adtools feature, and Instagram shopping. This makes business actors try to optimize Instagram accounts, especially Instagram *Business* as a promotional medium that is able to reach potential consumers wherever they are (Irpansyah, 2019).

The development of information technology brings many changes in society, for example the ease of obtaining information and making it easier for people to create media for their business. The existence of digital promotional media makes it easy for business actors to promote widely and *in real time*, and is not limited to space and time (Widiati et al, 2023). Business actors need to utilize information technology in the development and competition of their business. However, there are still some MSMEs that do not understand the benefits of using information technology to the use of social media (Wahyuni et al, 2020). Similarly, the problem that occurs in MSMEs in Carita

Beach, Banten where there are still some MSMEs who do not know about digital promotional media, especially Instagram Business and also do not understand how to use social media. MSME actors in Pantai Carita generally have elementary school education so there is a lack of understanding in information technology, especially digital technology, because some of the business actors cannot read and write.

MSMEs are anticipated to continue to grow because they have made a significant contribution to the smooth running of Indonesia's national economy. MSMEs themselves are a market field that can encourage the national economy to include foreign exchange that can build jobs for the surrounding population (Ratnasari & Levyda, 2021). There are many MSMEs in Carita Beach, Banten such as business actors who sell emping, otak-otak, salted fish, anchovies and fish crackers. The majority of sales are still traditional such as word *of mouth* and banner installation in business stores. However, some of these MSMEs already use Instagram social media even though it is still personal Instagram where the content is a mixture of business content with personal content of their daily lives. For this reason, it is necessary to conduct training on Instagram Business social media to increase the understanding of MSMEs in order to increase sales. The purpose of this community service activity is to introduce the Instagram Business application *as an online marketing medium and also increase the knowledge of MSMEs to be able to use Instagram Business social media which is expected to have an impact on increasing sales in Carita Beach, Banten.*

The use of Instagram as a digital promotional medium can help MSME players to develop and market their products widely, besides that the use of this media is considered cheap because it does not require large costs enough with the support of the internet and smartphone devices. MSME players in Carita Beach already have smartphone devices that can support digital promotion to increase sales of MSME products.

2. METHOD

The implementation method in PKM activities uses pre-test, lecture, interview, discussion and post-test methods. In the first session of PKM activities, participants were given time to fill out a pre-test form to measure the participants' abilities before participating in this PKM activity. The second session, the lecture method was conducted where the speaker explained about the introduction of Instagram Business and its features and provided knowledge while motivating MSMEs to be able to use and utilize Instagram Business as a digital promotional medium. The third session, interview and discussion methods were conducted where in this session PKM participants were given the opportunity to ask questions and discuss directly with speakers related to digital promotional media, especially Instagram Business and how to use it to support sales, At the end of the PKM activity session, participants were given a form in the form of a post-test to re-measure their abilities after participating in this PKM activity.

The steps for implementing PKM in Carita Beach, Banten are as follows:

Table 1. Stages of PKM Activities

No	Activities	Purpose
Preparatory Stage		
1	Material selection and trainees	Choosing material is about the use of Instagram Business social media with PKM participants who need training, namely MSMEs in Carita Beach Banten who sell emping, otak-otak, salted fish, anchovies and fish crackers
2	Speaker preparation	The speakers consisted of the Community Service team (PKM)
Execution Levels		
3	Pre-test administration	To find out the basic skills of PKM participants related to digital promotion, especially Instagram Business before participating in training activities
4	Training & Material Delivery	So that PKM participants know and understand related to digital promotion, especially about Instagram Business as well as what digital promotional media can be used and utilized to support business sales
5	Discussion and Interview	To find out and provide information related to training materials and also provide feedback if there are questions from PKM participants

6	Post-test	To find out the final ability of PKM participants after the training, whether there is a change between before and after the training is carried out
Evaluation and Report Phase		
7	Evaluation and reporting	So that PKM participants know and understand what are the advantages and disadvantages of the sales promotion that they have currently done and then conduct a follow-up evaluation.
8	Publication	To publish the results of Community Service (PKM), so that the public in general can have information related to these activities.

3. RESULTS AND DISCUSSION

This PKM activity in the form of Instagram business training will be held on July 28, 2023 at 14.00 – 17.00 WIB and was attended by 8 (eight) training participants, namely MSMEs in Carita Beach, Banten where all participants are women and work as Housewives. The main income of this business actor is selling food products such as emping, salted fish, anchovies, otak-otak and fish crackers.

Carita Beach Banten there are quite a lot of surrounding communities who have businesses and some of them have used digital promotional media such as Instagram to introduce their products. However, from the results of interviews and discussions, it turns out that many of them have not used digital promotional media, there are also those who have used digital promotional media such as Instagram but for personal instead of Instagram Business. PKM participants who have used Instagram still look less able to attract buyers through the display of their products.

Based on the results of the interview, it is known that the average MSME business actor sells offline and offers their products directly to consumers who are visiting Carita Beach, this makes the products of these MSME actors not yet widely known by people outside Carita Beach. Even though the potential of digital marketing provides benefits for business actors to be able to market their products widely. In addition, they do not have experience in digital product marketing and product packaging if there are buyers outside Carita Beach or buyers from out of town. This is also an obstacle for MSME actors in Carita Beach.



Figure 1. PKM Team and Trainees

Social media is a digital platform that provides features to carry out social activities for its users. In addition to being a place of expression, a provider of information and communication, social media has also become a platform used for branding and promotion. In the digital age like today, social media is not only used as a medium in conducting socialization, entertainment and information but can also be used as a place to do business or marketing. The trend of buying and selling transactions on social media has now become a lifestyle for today's people (Hatta et al, 2022)

Many business people spend large funds to promote on social media. One of the social media that is often used for digital promotion is Instagram (Suprianto et al, 2022). The purpose of using digital promotion is to create a new approach in advertising and promotion methods that has a major impact in attracting the attention of others (Wiryanti & Ratnasari, 2023). According to Giyatmi, et.al., (2023) Instagram features that can be used as promotion

in digital marketing, one of which is Instagram story. This feature is considered very effective for conveying temporary information, but can attract the attention of the audience because it will make followers to stay loyal to watch information on published content.

This activity consists of pre-test and post-test, material presentation, as well as interviews and discussions. Before giving the material, trainees are given a pre-test first to find out the initial understanding of the material to be given. After the pre-test was completed, then a presentation was made by speakers from the PKM team about digital promotion, Instagram social media, the benefits of using Instagram Business, the difference between a business account and a personal account, how to create an Instagram Business account, and the features on Instagram Business to training participants. Then followed by a question and answer session and discussion. At the end of the training, they are also given a post-test in the hope that their understanding will be much better.



Figure 2. Training Materials

Based on the results of interviews and discussions with training participants, some participants have used Instagram in digital promotion but still use personal Instagram instead of Instagram Business to carry out digital promotion of their business, so this is feedback to MSMEs in Carita Beach Banten to be able to create an Instagram Business account specifically for business promotion.



Figure 3. Training participants and business products

Based on the pre-test results, it shows that there is ignorance or lack of knowledge and understanding of PKM participants about digital promotion and also about Instagram Business social media. However, after the training was completed and then given an evaluation in the form of a post-test, the result was that around 90% of training participants could know and understand the content of the material that had been delivered and tried to start creating an Instagram Business so that their business would grow even more. In addition, participants were also taught how to create attractive captions and use hashtags that are in accordance with the products offered in posting on Instagram.

4. CONCLUSION

PKM activities regarding Instagram Business social media training for MSMEs in Carita Beach, Banten are felt to be needed by MSMEs there. This can be seen when they fill out a pre-test where they don't know much and understand Instagram Business digital and social media promotions. Based on the results of discussions with the participants, some have used Instagram in digital promotion but still use personal Instagram, not Instagram Business to do digital promotion of their business. The results of the initial pre-test showed ignorance or lack of understanding of PKM participants, but after the provision of material and discussion sessions were completed, the post-test results of PKM participants showed an increase in knowledge and understanding of digital promotion and Instagram Business social media. The results of this PKM activity are expected to contribute better in the future to the business of MSME actors in Carita Beach, Banten. Suggestions for the next activity are how to do packaging if these MSME actors ship products outside Carita Beach.

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